

# FACSIMILE COVER SHEET

RECEIVED  
CENTRAL FAX CENTER

OCT 27 2008

*The Law Offices of*  
**STRAUB & POKOTYLO**

788 Shrewsbury Ave.  
Tinton Falls, NJ 07724

Telephone: 732-936-1400  
Facsimile: 732-936-1401  
Internet site: www.sp-ip.com

To: U.S. Patent and Trademark Office

Facsimile No.: (571) 273-8300

From: John C. Pokotylo, Esq.

Date: October 27, 2008

Number of Pages Including Cover: 6

MESSAGE: FORMAL SUBMISSION OF:

- 1) Transmittal (1 pg.);
- 2) Fee transmittal (1 pg.);
- 3) Request for a Three (3) Months  
Extension of Time (2 pgs.); and
- 4) Notice of Appeal transmittal (1 pg.).

Attorney Docket No.: Google-56CIP1 (GP-145-01-US)

Appl. No.: 10/823,508

Applicants: Leslie YEH, et al.

Filed: April 12, 2004

Title: DETERMINING AND/OR USING LOCATION INFORMATION IN AN AD SYSTEM

TC/A.U.: 2168

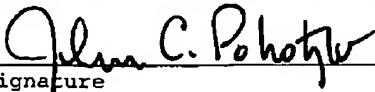
Examiner: Greta Lee Robinson

CERTIFICATE OF FACSIMILE TRANSMISSION

I hereby certify that this paper (and any accompanying paper(s))  
is being facsimile transmitted to the United States Patents and  
Trademark Office on the date shown below.

John C. Pokotylo


Type or print name of person signing certification

  
Signature

October 27, 2008  
Date

RECEIVED  
CENTRAL FAX CENTER

OCT 27 2008

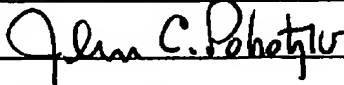
Please type a plus sign (+) inside this box --> 

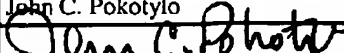
Modified PTO/SB/21 (08-00)  
Approved for use through 10/31/2002. OMB 0651-0031  
U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

<b>TRANSMITTAL FORM</b>  <i>(to be used for all correspondence after initial filing)</i>	Application Number	10/823,508
	Filing Date	April 12, 2004
	First Named Inventor	Leslie YEH
	Group Art Unit	2168
	Examiner Name	Greta Lee Robinson
Total Number of Pages In This Submission	Attorney Docket Number	Google-56CIP1 (GP-145-01-US)

ENCLOSURES <i>(check all that apply)</i>		
<input checked="" type="checkbox"/> Fee Transmittal Form <input type="checkbox"/> Fee Attached  <input type="checkbox"/> Amendment / Reply <input type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s)  <input checked="" type="checkbox"/> Extension of Time Request  <input type="checkbox"/> Express Abandonment Request  <input type="checkbox"/> Information Disclosure Statement  <input type="checkbox"/> Certified Copy of Priority Document(s)  <input type="checkbox"/> Response to Missing Parts/ Incomplete Application <input type="checkbox"/> Response to Missing Parts under 37 CFR 1.52 or 1.53	<input type="checkbox"/> Assignment Papers <i>(for an Application)</i> <input type="checkbox"/> Drawing(s) <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD, Number of CD(s) _____	<input type="checkbox"/> After Allowance Communication to Group <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input checked="" type="checkbox"/> Appeal Communication to Group <i>(Appeal Notice, Brief, Reply Brief)</i> <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input type="checkbox"/> Postcard Receipt <input type="checkbox"/> Other Enclosure(s) <i>(please              identify below):</i>
Remarks		

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT	
Firm or Individual name	John C. Pokotylo (Reg. No. 36,242)
Signature	
Date	October 27, 2008

CERTIFICATE OF FACSIMILE			
I hereby certify that this correspondence is being facsimile transmitted to the United States Patents and Trademark Office on this date: <span style="border: 1px solid black; padding: 2px;">October 27, 2008</span>			
Typed or printed name	John C. Pokotylo	Date	October 27, 2008
Signature		Date	October 27, 2008

Burden Hour Statement: This form is estimated to take 0.2 hours to complete. Time will vary depending upon the needs of the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

RECEIVED  
CENTRAL FAX CENTER

003/006

OCT 27 2008

Modified PTO/SB/17 (01-03)

Approved for use through 04/30/2003, OMB 0651-0032  
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

**FEE TRANSMITTAL  
for FY 2008**

Effective 09/30/2007. Patent fees are subject to annual revision.

☐ Applicant claims small entity status. See 37 CFR 1.27

TOTAL AMOUNT OF PAYMENT (\$ 1190.00)

## Complete if Known

Application Number	10/823,508
Filing Date	April 12, 2004
First Named Inventor	Leslie YEH
Examiner Name	Greta Lee Robinson
Art Unit	2168
Attorney Docket No.	Google-56CIP1 (GP-145-01-US)

## METHOD OF PAYMENT (check all that apply)

☐ Check ☐ Credit card ☐ Money Order ☐ Other ☐ None☒ Deposit Account:Deposit  
Account  
Number  
Deposit  
Account  
Name

50-1049

Straub &amp; Pokotylo

The Commissioner is authorized to: (check all that apply)

☒ Charge any underpayment of fee(s) indicated below ☒ Credit any overpayments☒ Charge any additional fee(s) due in connection with the filing submitted herewith☒ Charge fee(s) indicated below, except for the filing fee in the to the above-identified deposit account.

## FEE CALCULATION

## 1. BASIC FILING, SEARCH &amp; EXAMINATION FEES

Large Entity Fee (\$)	Small Entity Fee (\$)	Fee Description	Fee Paid
1090	545	Utility fee	
460	230	Design fee	
720	360	Plant fee	
1520	760	Reissue fee	
220	110	Provisional fee	
SUBTOTAL (1)			(\$ 0.00)

## 2. EXTRA CLAIM FEES FOR UTILITY AND REISSUE

Total Claims	Extra Claims	Fee from below	Fee Paid
Independent	-20** =	X	
Multiple Dependent	-3** =	X	

Large Entity Fee Code (\$)	Small Entity Fee Code (\$)	Fee Description
1202 52	2202 26	Claims in excess of 20
1201 220	2201 110	Independent claims in excess of 3
1203 390	2203 195	Multiple dependent claim, if not paid
1204 220	2204 110	**Reissue independent claims over original patent
1205 52	2205 26	**Reissue claims in excess of 20 and over original patent

SUBTOTAL (2) (\$ 0.00)

\*\*or number previously paid, if greater, For Reissues, see above

## FEE CALCULATION (continued)

## 3. ADDITIONAL FEES

Large Entity Small Entity

Fee Code	Fee (\$)	Fee Code	Fee (\$)	Fee Description	Fee Paid
1051 130		2051 65		Surcharge - late filing fee or oath	
1052 50		2052 25		Surcharge - late provisional filing fee or cover sheet	
1053 130		1053 130		Non-English specification	
1812 2,520		1812 2,520		For filing a request for ex parte reexamination	
1804 920*		1804 920*		Requesting publication of SIR prior to Examiner action	
1805 1,840*		1805 1,840*		Requesting publication of SIR after Examiner action	
1251 130		2251 65		Extension for reply within first month	
1252 490		2252 245		Extension for reply within second month	
1253 1,110		2253 555		Extension for reply within third month*	650.00
1254 1,730		2254 865		Extension for reply within fourth month	
1255 2,350		2255 1,175		Extension for reply within fifth month	
1401 540		2401 270		Notice of Appeal	540.00
1402 540		2402 270		Filing a brief in support of an appeal	
1403 1,080		2403 540		Request for oral hearing	
1451 1,510		1451 1,510		Petition to institute a public use proceeding	
1452 540		2452 270		Petition to revive - unavoidable	
1453 1,620		2453 810		Petition to revive - unintentional	
1501 1,510		2501 755		Utility issue fee (or reissue)	
1502 860		2502 430		Design issue fee	
1503 1,190		2503 595		Plant issue fee	
Petitions to the Commissioner - check fee sheet					
1807 50		1807 50		Processing fee under 37 CFR 1.17(c)	
1806 180		1806 180		Submission of Information Disclosure Stmt	
8021 40		8021 40		Recording each patent assignment per property (times number of properties)	
1809 810		2809 405		Filing a submission after final rejection (37 CFR 1.129(a))	
1810 810		2810 405		For each additional invention to be examined (37 CFR 1.129(b))	
1801 810		2801 405		Request for Continued Examination (RCE)	
1802 900		1802 900		Request for expedited examination of a design application	

Other fee (specify) \* \$1,110.00 - \$460.00 already paid

\* Reduced by Basic Filing Fee Paid

SUBTOTAL (3) (\$ 1190.00)

## SUBMITTED BY

Name (Print/Type)	John C. Pokotylo	Registration No. (Attorney/Agent)	36,242	Telephone	(732) 936-1400
Signature	<i>John C. Pokotylo</i>	Date	October 27, 2008		

WARNING: Information on this form may become public. Credit card information should not be included on this form. Provide credit card information and authorization on PTO-2038.

This collection of information is required by 37 CFR 1.17 and 1.27. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, Washington, DC 20231.